

*The*

# ADVOCATE



A Publication of the Missouri Pest Management Association

## FROM THE PRESIDENT



Happy New Year!

As I write this President's message we just completed a weekend that was supposed to be "Ice Armageddon". I hope you and your business and families were not hit too hard by this icy weather.

In December we gathered in Kansas City at the Argosy Hotel and Casino for the joint meeting of the MPMA and the Kansas Pest Control Association. We had well over 200 attend this three day event where on the first day Pest Control business owners and members were invited to a series of FREE workshops on the pest control industry by speakers such as Greg Knapp of "Business on Purpose" and Karen Yates from the Missouri Department of Health. The second day was a Missouri Recert and also Kansas PCOs had the opportunity to acquire hours on termites. Thanks to speakers Jeff Tucker of BASF, Ted Bruesch of Liphatech, Ed Freytag of the New Orleans Mosquito and Termite Control Board, and Harry Connoyer of Harry's Consulting. **Mr. Freytag was sponsored by our friends at Dow Chemicals. Many thanks to them - Ed was an excellent speaker.**

The award winners this year were Jim Dotson who received the Man of the Year award at the luncheon on December 7. A new "Hall of Fame" award went to Dub Hayes and Norman Besheer (see article inside this newsletter).

**Congratulations to all winners - you have made us a better organization by your participation.**

A big thanks to all our Allied members that attended as exhibitors. We had 34 table top booths representing exhibits from as far away as Utah. **We always appreciate your support that enables us to hold these meetings around the state.**

MPMA scheduled their annual Winter School on January 13, 2017 in Columbia Missouri, unfortunately we had to cancel for lack of attendance. However, that was the day that the big ice storm was due to hit Missouri so cancelling was a blessing in disguise. We hope to reschedule this recert later in the year. As always, we will have our annual summer recert and golf and bocce tournament in Jefferson City. If you have not attended this event, mark your calendar for August 17-18, 2017. It is always a great way to have fun and meet other members of the association.

Until next time, wishing everyone a safe and prosperous new year.

Sincerely,

*Mitch*

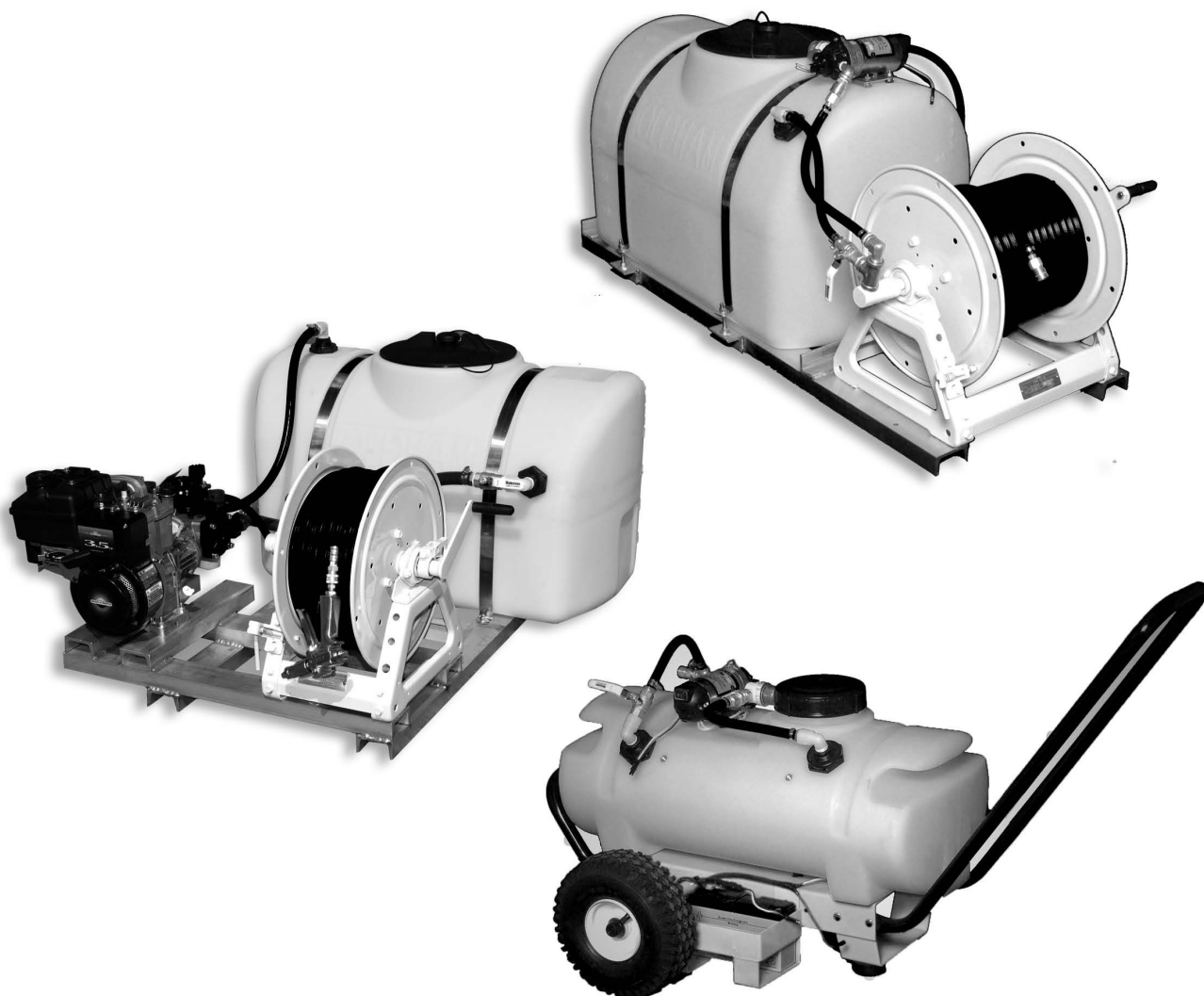
Mitch Clevenger, ACE, MPMA President  
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## NEWSLETTER OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

**Newsletter Editor**  
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**Newsletter Publisher**  
Sandra Boeckman, Executive Director

### Content & Editorial Policy

News and items and/or letters pertaining to the Pest Management profession are welcomed. The editor has the right to edit or reject all material received. An address and telephone number where the writer may be reached during normal business hours should also be included for verification purposes.

The views and opinions expressed are not necessarily representative of those held by this publication, MPMA, its staff, officers and contractors. All articles and news items, if accepted and published in the Advocate will be on the representation that the agency and/or author is authorized to publish the contents and subject matter. The agency and/or author will indemnify and hold the Publisher and Editor harmless from and against any loss or expenses arising out of publication of such items, including, without limitation, those resulting from claims of suits for liable, violation or right of privacy, plagiarism or infringement.

No responsibility is assumed for errors, misquotes or deletions as to this publication's content.

### Distribution Changes

The Advocate is published four times per year - January, April, July and October.

### Copy Deadlines will be as follows:

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April Issue - March 15  
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October Issue - September 15

### Advertising

Advertising deadlines will be the same as copy deadlines - no exceptions. Advertising rates are as follows:

<u>Size</u>	<u>One Issue</u>	<u>Four Issues</u>
Quarter Page	\$69.00/issue	\$240.00
Half Page	\$131.00/issue	\$500.00
Full Page	\$203.00/issue	\$750.00

Call for special Allied Member discount pricing at MPMA, 800-848-6722 or 573-761-5771.

### Address & Other Changes

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*Postmaster: Send address changes to: 722 E. Capitol Avenue, Jefferson City, MO 65101.*

# CALENDAR OF EVENTS

**March 10, 2017**

### **Board Meeting**

*MPMA Office - Jefferson City, MO*

**May 19, 2017**

### **Board Meeting**

*MPMA Office - Jefferson City, MO*

**August 17, 2017**

### **Board Meeting, PAC Golf & Bocce Tournament**

*Jefferson City, MO*

**August 18, 2017**

### **August Re-Certification**

*Capitol Plaza Hotel  
Jefferson City, MO*

**October 13, 2017**

### **Board Meeting**

*MPMA Office - Jefferson City, MO*

**November 28-30, 2017**

### **Annual Conference and Exposition**

*Frontenac Hotel  
St. Louis, MO*



## TIPS FOR ATTRACTING TALENT

### 8 STRATEGIES TO HELP YOU STAFF UP FOR SPRING

Compared to the hectic spring season, slower winter months are a great time to find new employees. You've got more time to give this vital task the attention it deserves and to seek out hires who best fit your company culture.

Even so, attracting good employees isn't easy. To help you staff up for spring, try these strategies:

1. Sell the industry. Help potential recruits see the pest management industry in a broader light, as being protectors of property and public health instead of as the bug man. "You are creating comfort and peace of mind for people at home and at work; sell the great things you are doing for people," said Christian Codrington, a human resources expert at BC Human Resources Management, Vancouver. Candidates may fear using chemical pest control products, so explain how your company protects workers and the environment, he advised.
2. Emphasize your brand. According to a June 2015 study by ManpowerGroup Solutions, one in four job seekers consider company reputation a major factor when making career decisions. Candidates increasingly seek employers with a clear corporate identity and positive reputation. Brand reputation is now as important as type of work and pay when it comes to a candidate's motivation, stated the report.
3. Work your website. Most job candidates (86 percent) rely on company websites for information on prospective employers, followed by search engine results (52 percent) and peers (45 percent), found the ManpowerGroup study. One-third (36 percent) of job seekers said detailed company information, job opportunities and compensation are the most valuable data they seek. Make sure your website is dynamic and content-driven, and include written and video testimonials from employees so potential hires understand why your company is a great place to work.
4. Don't overlook social media. Nearly one-third of candidates (27 percent) used social media networking to gather information about an organization or open position, found the ManpowerGroup study. Most popular were Facebook, Google+ and LinkedIn. While face to- face interviews are still the preferred way (72 percent) to connect with potential employers, phone screenings (16 percent), group interviews (8 percent) and Skype interviews (2 percent) are gaining traction.
5. Pay for referrals. Augment recruiting efforts by paying bonuses to employees who refer new hires. Codrington suggests increasing the bonus during peak hiring times and paying out only after the new hire has worked three months.
6. Know your target. Answer the question, "Why is this a viable career choice?" said Codrington. The answer depends on your target audience. Knowing who you want to attract helps you refine the look, feel and placement of your recruiting efforts. A campaign geared to working mothers and students may stress job flexibility, he explained. One focused on mature workers may highlight job security, opportunities for advancement or compensation. Tailor your recruitment effort (s) for the audience offering the greatest return on your company's investment.
7. Stress learning opportunities. Emphasize on-the-job training that employee will receive and whether these skills can be used or transferred to other positions or occupations. "The reality is young people job hop, but if you are seen as an occupation that invests in its people, over time, that will pay off," said Codrington.
8. Be ready. While recruiting in the off season has advantages, managers always should be looking to bring talented people on board. Highlight career opportunities on the back of your business card, and make it easy for people to apply by providing a URL or phone number, advised Codrington. When someone provides excellent customer service in any industry, hand him or her your card, he said.

This article was published in The Higher Standard, a Dow AgroSciences publication brought to you by the PCT Media Group Custom Publishing Division.



# MANAGE SMARTER

BY MATT ALDERTON

Here are three tips for making your workplace a more effective, enjoyable environment.

## How to Connect New Employees to Your Brand

People are suckers for good stories. If your company wants to succeed, therefore, it must do a good job telling its tale. And that requires a strong brand, according to Lauren Melnick, customization solutions manager at promotional products company Poppin.

"Telling your story effectively is all about creating a lasting emotional connection to your brand," she says in a recent article for Small Biz Daily.

A good way to achieve that emotional connection, according to Melnick, is with branded gifts - not only for your customers, but also for your employees, who will be more loyal and more productive when they feel connected to your brand.

Instead of popcorn tubs that will get eaten or T-shirts that will get stuffed in closets, consider branded office products, suggests Melnick, who offers an example from photo-printing company Shutterfly.

"Shutterfly customizes desk accessories for their ongoing new-hire gifting program, which lets their investment work double-duty as an officewide desktop branding initiative," she says.

## How to Retain More Employees

When you hire employees, you invest enormous amounts of time and money to recruit, train, and develop them. It's in your best interest, therefore, to retain them - and your investment.

Perhaps the best way to do so, research suggests, is to give employees a clear career path.

"Career-management programs are failing to help employees understand advancement opportunities and

chart career roadmaps with their current employer, according to a [2014] study from professional services company Towers Watson," reports BusinessNewsDaily Senior Writer Chad Brooks. "Specifically, just 46 percent of all employees said their employer provides beneficial career planning tools, while only 42 percent of workers think their organization offers quality advancement opportunities."

The solution, according to Towers Watson Talent and Rewards Director Renee Smith: When they hire people, employers must map out a path of advancement for them.

## How to Connect With Employees

The most effective leaders aren't the ones who manage their employees. Rather, they're the ones who connect with them.

"You must work hard to build trust with your employees and forge some sort of relationships with them," says Small Business Trends contributor Larry Alton. "The first step in forming healthy relationships is simply to get to know them better."

To become more familiar with your employees - and as a result, more effective at leading them - try to spend more time with them outside the office.

One way to do so is by forming an extra-curricular sports team, according to Alton. "Competition brings out everyone's true identity. Some people are aggressive and relentless, while others are more calm and calculated," he says. Or, you can always volunteer together. "Get your team to volunteer on a Habitat for Humanity house-building project," Alton suggests. "There's something about stretching your team outside of its comfort zone ... that feels good and allows you to see your employees for who they really are (and vice versa).

Reprinted from Successful Meetings magazine, December 2016



## WHAT ARE YOU TRYING TO SAY?

LLOYD SMIGEL AND PAT VANHOOSER

I've been watching a lot of old Western TV shows lately. When I was growing up, Westerns could be found on any channel (there were only 3 or 4) and almost any night of the week your Old West heroes were righting wrongs and spreading justice to those who needed it. Lucas McCain, Ben Cartwright, Victoria Barkley, even Roy Rogers...you always knew where you stood with them. When Marshall Dillon told you to drop your gun, there was no wiggle room. You'd better just drop it. And if Miss Kitty told you to GIT, you'd better move along.

What has happened to America? How many times do you talk with someone and have to guess what it is they are trying to tell you? When you ask an employee **or your boss** a direct question, do you ever notice that sometimes it's hard to get a straight answer? I sure have. Instead of saying, "I want you here every work day on time. We start at 7 so that means you need to be here at 6:55 or you're late", you say, "We like to start about 7 most days and if you could try to clock in

around that time I sure would appreciate it", you aren't being fair to the person you are speaking with. You expect them to clock in before 7 but you leave some room for them to interpret what you actually mean.

Accidents happen out on the route. Your boss knows this. Don't try to sugar coat something that might put you in a bad light. Just come out and say, "I backed over Mrs. Johnson's birdbath because I backed up without doing a walk-around like I was supposed to. I am very sorry. She wants you to call her." I promise that will be better for everyone involved than if you say, "If you get a chance, Mrs. Johnson asked that you call her. She said she wants to talk to you." Leaving out information or just hoping a problem will go away NEVER works.

We have become a society that is afraid bruising someone's self-esteem. Feelings are so easily hurt that we would rather be misunderstood than risk a moment of discomfort. Is it any wonder with "safe spaces" and trigger words and micro-aggressions that we are afraid to actually say what we mean? Don't get me wrong. You don't have to be a jerk; in fact we suggest you don't. But saying what you mean is just best for everyone involved.

Many years ago I was a witness to a secretary getting fired on a Friday afternoon. The owner of the company told the employee that he was disappointed in her work. His company had higher standards and sometimes a person just isn't a good fit. He said he was sorry to have to have this conversation and if he could be of help in the future to please call on him. She was in tears because it hurt her feelings that she didn't measure up. We all went home for the weekend. On Monday morning she was sitting at her desk when I walked in. I asked the boss privately what happened and he told me that she misunderstood what he said and didn't realize she was fired. As far as I know, she is still with the company! In his effort to be as gentle as possible he never got across that she was out of a job!

So let's make a resolution this New Year and start saying what we really mean. Just ask yourself, what would John Wayne say?



Lloyd Smigel - guru



Pat VanHooser - 40 year professional PCO

**Join us in Dallas for up-coming retreats. Call Pat for any questions and registration information. 816-888-9146**



**Discovery Retreat upcoming schedule. Mark your calendar today!**

### Discovery Retreats

For more than 15 years the Discovery Retreats have been run and owned by Lloyd Smigel. If you want the straight scoop from someone who has "been there, done that", this could be the opportunity to change your business for the better!

Pat VanHooser has held just about every job in the pest management field: technician, trainer, manager, office specialist and janitor. She is a straight forward coach with the answers you may not want to hear - but need to.

**February 1 and 2, 2017**

**Hiring, firing and retaining employees - The people side of management!** Hiring, Maintaining and Firing are crucial aspects to the direct success or failure of a company. The higher the turnover, the lower the growth and profits.

**August 16 and 17, 2017**

**Family business - making it work!** If you have friends and family working in your business it can be a nightmare. Let's fix it!

**November 8 and 9, 2017**

**The future of pest control - are you ready?** Liability, protecting what you have built, new technology - what business will look like in the near future and you need to get ready.





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ACTIVE LIFE: 4 - 6 WEEKS

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TRAP & SEPARATE PHEROMONE INSTALLATIONS  
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Captures most stored product beetles, both male and female, in the dustiest of environments.

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**Price: \$1.25**

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# MPMA AND KPCA JOINT ANNUAL CONFERENCE

DECEMBER 6-8, 2016 ~ ARGOSY CASINO HOTEL & SPA





# MPMA AND KPCA JOINT ANNUAL CONFERENCE

DECEMBER 6-8, 2016 ~ ARGOSY CASINO HOTEL & SPA

***Missouri Pest Management Association wishes to thank the following companies and organizations for their generous participation through the years. It is your involvement with this Association that makes our events possible.***

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## JIM DOTSON AWARDED THE “MAN OF THE YEAR” AWARD



Gary Schuessler presented the award to Jim Dotson

*Presented to*  
**Jim A. Dotson**  
**2016**  
**Man of the Year**

FOR YOUR CONTRIBUTION OF TIME,  
TALENT AND INNOVATION IN PROMOTING  
THE BETTERMENT OF THE ASSOCIATION,  
AND YOUR OUTSTANDING DEVOTION  
AND LEADERSHIP WHICH REFLECTS  
GREAT CREDIT UPON YOU  
AND THE  
PEST MANAGEMENT INDUSTRY.



*Presented*  
*December 2016*

Jim Dotson was awarded the Dr. Wilbur Enns Man of the Year award at the joint annual conference of the Missouri Pest Management Association and the Kansas Pest Control Association on December 7, 2016 at the Argosy Casino Hotel in Kansas City.

Jim has 40 years of industry experience - five years as a regional entomologist for the Missouri Department of Agriculture; 15 years in research and development for Bayer Environmental; 20 years as an area sales manager for Bayer covering eight Midwest states.

Jim grew up on a livestock farm in south-central Missouri and received a bachelor of science degree in biology from the Missouri State University in Springfield. He also received a master of Science degree in entomology from the University of Missouri.

He retired from Bayer in September of 2016 and plans to continue to do part time consulting work as well as spend a lot of time outdoors hunting, fishing and golfing. He has been married for 37 years with three children and six grandchildren.

The MPMA Man of the Year award is given to a person who has been outstanding in their contribution of time, talent, and innovation causing a positive result in the betterment of the Association and its Membership.

## D.P. "DUB" HAYES AND NORM BESHEER AWARDED FIRST ANNUAL HALL OF FAME AWARD



Mitch Clevenger presented the award to Dub Hayes

Dub Hayes has been in the pest control business since May 1955 when he choose to make a change in his job. He is the owner/manager of Hayes Pest Control in Moberly Missouri where the company specializes in rodents and pests. When asked what he likes best about the pest control business he replied that it gives him a chance to help and serve the people plus the job security and every day's work is different. He noted that the biggest change in the industry since he has been in business is regulations, prices and expenses.

He admires anyone who stays in the business and truly SERVES the public. He is a former president and secretary of the Nebraska Pest Control Association.

Mr. Hayes comments that after more than 60 years in the pest control business he still enjoys working as a private and small

business operator and he enjoys staying close to his customers.

Norman O. Besheer currently serves as Chairman and CEO of Gunter Pest Management. Prior to January 2, 1998, he was President, Treasurer and CEO.

Mr. Besheer was born in 1928. He served in the United States Marine Corps from 1946 to 1948 achieving the rank of Major. He graduated from University of Missouri-Kansas City with a law degree and was licensed to practice law in Missouri and Pennsylvania. He joined his father in law (L.R. Gunter, founder of Gunter Pest Management) in 1971. He has served on many boards in the pest management industry - past president of Missouri Pest Management Association, past president of Kansas Pest Control Association, past president of Pest Control Association of Greater Kansas City and National VP and Regional VP of the National Pest Management Association. He is also a member of Pi Chi Omega, the professional fraternity of the pest control industry.



Jeremiah Ryden presented the award to Norman Besheer

Norman is a lifetime member and Senior Counselor of the Missouri Bar and practiced law for 16 years prior to his affiliation with Gunter Pest Management.

He has been an advocate of the Pest Control Industry throughout his entire career.

Congratulations to both Dub and Norman. If you know of someone in the pest control industry that you would like to nominate for the Hall of Fame, contact MPMA at 573-761-5771





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## CUSTOMIZED GLUE BOARDS

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## IMPROVING COMMUNICATION IN YOUR WORKPLACE TEAM

When most teams within an organization discuss communications, we tend to focus on communication with our customers or for recruiters and HR, that's communication with our candidates. While this is essential for successful sales as well as recruitment and hiring strategies, effective communication is essential for organizations and their teams. So, how can you ensure good internal communications without losing your primary focus on candidates and/or customers? I believe that by focusing on communication within your workplace and team, you can increase your productivity, reach your goals faster and drive more revenue for the company.

### How to Improve Your Workplace and Team Communication

Here are five simple strategies you can implement for effective workplace and team communications that will help improve team productivity, engagement and foster a collaborative culture.

#### 1. Build and Maintain Internal Relationships

One on one time can make a huge difference in effective communications. With today's "remote" workers and telecommuters, this can be even more important for those who don't already spend all day in an office together. Respect their time and keep your meetings brief and friendly, a short lunch or coffee is ideal, somewhere away from the distractions and pressures of the office environment.

#### 2. Collaborate Whenever Possible

Collaboration among teams whether virtual, remote, in person or cross-department is vital. As the old saying goes, two minds are better than one. Whether you need a fresh idea from a different perspective, or simply need some confirmation on an idea you are already working on, ask for help. Being available to help others is the flip side of

this coin and does a lot to build communications and trust.

#### 3. Keep Your Meetings Short

Strategy sessions and endless meetings have become a running joke among office dwellers. Only hard core loners hate all meetings on principle, and you can do a lot to make your meetings valuable to all concerned by keeping them short and focused. Keep meetings regular, but only as frequently as is actually productive to minimize the frustration associated with interruptions. Personally, I am a fan of the 30 minute meetings. And I love the 15 minute meeting even more. It can be done if organized effectively, agenda is set and the team members involved understand the goal of the meeting. By keeping meetings short you are driving maximum productivity for not just your team but all parties.

#### 4. Avoid Impersonal Communication

It's easy to get overwhelmed with too much communication. This can be worse than not enough. To combat this, avoid the urge to send copied messages to those who don't really need them. Make your communication targeted. The extra time it takes to personalize messages, at least to smaller groups if not individuals, will be made up for by the seriousness your communications will be treated with. By respecting your team members and only giving them what they need, you save them time in sorting out the essential information as well.

#### 5. Open Source Best Practices

Even those who consider themselves least creative, have brilliant ideas from time to time. By providing a place to share the tips and tricks that are working best, you can open source your own best practices among your team members. Whether it's a great tip for getting the responses you really need in interviews, or a piece of open source

software that saves time and money, encourage your team to share what works. Anything that saves time, money, or grief is always appreciated. While I recommend enterprise social media and workplace communication platforms, sometimes a Facebook Group, Google doc, or work platform such as Podio or Basecamp as a central repository for your ideas is the best platform to use.

#### 6. Use Communication Channels That Suit Your Team's Communication Needs

When it comes to effective team and workplace communication, remember it's not about you. This might sound strange because you might have had leaders who have demanded they be communicated, engaged or approached in their preferred way. But the economy is strong and times have changed. A team cannot be a dictatorship and the best way to drive communication, engagement and collaboration is with using the methods, mediums and channels your team prefers. So ask them and embrace those channels even if it means using text messaging instead of or in collaboration with email. The key is for your team to work together and communicate in the most effective way. It's not about you.

#### The Team Communication Benefits will Astound You

Once open and clear communication is established within a work team, the outgoing communications will improve dramatically. From being able to use team members where their strengths lie, to understanding the motives behind what is being done, the benefits are almost limitless. The important thing is that you remain open and let your employees do the rest.

Reprinted from Workology.com,  
December 2016



## TO ESTABLISH TRUST LEADERS MUST GET THEIR HANDS DIRTY

There was a farmer who was well-known throughout the land as a magician with the soil. One day a land prospector shows up at the farmer's door. He marvels at the bounty the farmer has pulled from his plot. He tells the farmer his reputation throughout the region is well deserved. No one has the harvest he has. He then tells the farmer that he wants to purchase his farm. He is willing to pay enough to make the farmer rich beyond his wildest dreams and will employ the farmer to work the land until the end of his days.

The farmer asks for an evening to sleep on it, and when the prospector returns the next day, he politely declines.

The prospector – disappointed – turns to leave and as he goes yells to the farmer, “What saddens me most is that I will now have to become your competitor. There is much more land here near this town and its soil is the same as yours. It too can be farmed successfully and with far greater profits. I had only hoped to include you in my great enterprise.” And with that, the prospector took his leave.

As he leaves, a boy who saw the exchange approaches the farmer. “But why?” he asks. “You could have been a rich man.”

The farmer nods, and motions towards the boy's palms. “The magic of which the man spoke is not in the soil as he thinks. It is here, in your hands and in mine. I did not accept the man's offer because he sought only to reap the harvest but knew nothing of growing and sharing its seeds. Such a man's fortune cannot be trusted.”

So, who are you: the farmer or the prospector? Does one remind you of yourself? How about a colleague or boss throughout your career?

Chances are you want to be the farmer in this story. That's a no-brainer. But chances are? You're the prospector. So are most leaders.

**That's because most leaders haven't learned or have forgotten the value of "getting their hands dirty" in establishing trust and managing opportunities to create bigger ones.**

Most of us are only reaping the harvest. We are not seeing

the bigger opportunities. We are not taking ownership of what we need to do for the betterment of a healthier whole.

Today's leaders (regardless of hierarchy or rank) must be accountable to touch the business just as much as they lead it in order to establish or reestablish trust.

I learned this in my first corporate executive position at Sunkist from one of my mentors. He told me that whatever I did I should never forget that the minute I stopped touching the business would the minute I stopped understanding the business – its customers and my employees. He explained that the company had lost touch as it grew.

In the marketplace, that meant leaders were focused on growing rather than understanding. Most times they had no idea what was going on beneath the numbers or how to anticipate any problems because they did not touch the people in the field or knew how consumers were experiencing our products. They didn't talk to the people in distribution and delivery; connect directly to what was happening in the stores, or see the looks on customers' faces. And it had cost the company time and time again.

In the workplace, that meant leaders were over delegating and employees. They were failing to coach-up – leading at arm's length – and employees were beginning to question whether or not their leaders actually knew what was required to get the job done.

When these situations happen in the workplace and marketplace, distrust rises. 21st-century leaders must be more “high touch” in order to effectively evaluate the business and their people. Ask yourself: Are you getting your hands dirty or are you merely acting the part? Leaders must earn the trust of their employees and stop believing that their titles, roles, and responsibilities automatically warrant trust from others. We must get our hands dirty. Failure to get our hands dirty is one of the biggest reasons employees don't trust leadership

Reprinted from Entrepreneur.com, December 2016



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